CHAPTER I

INTRODUCTION

I.1 Background of the Study

When we meet a new acquaintance for the first time, we frequently make our judgement of him based on the way he speaks. His accent and his speech can generally determine what kind of person he is, what sort of background he has, and what sort of social class he comes from. Crystal states: "In initial interactions, our views of others--including their supposed beliefs, capabilities, and social attributes--can be determined in part by inferences derived from our perception of their speech characteristics and language varieties"(Crystal, 1987: 132). These responds are recognized as language behaviors or language attitudes. Fasold says "language attitudes are distinguished from other attitudes by the fact that they are precisely about language"(Fasold, 1984: 148). They arise from our perception of different speech styles, dialects, and language varieties. These behaviors, in turn, can also influence our own self-presentations, as we try to build others' perceptions and their attribution of us (Crystal, 1987: 132). Crystal says "...these attitudes contribute to our usage of different speech styles, dialects, and second languages in various contexts' and phases of our lives" (Crystal, 1987: 132). Nevertheless, how people react to a different language or different speech community seems to be the most significant idea of studies concerning these attitudes.

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In certain social interactions, there may exist a time in which an individual gives overt responses to different language variety he is exposed to. Sometimes, he may be accommodative, yet at the other times he may demonstrate dissociate respond. Giles has termed such behaviors as "convergence and divergence". He points out "An individual's linguistic behavior may either converge with or diverge from the speech of whoever he is talking with" (Fasold, 1984: 161). If an individual or a speaker is motivated to associate himself with the speech of his interlocutors, it means that he displays a 'positive respond'. In other words, he shows 'convergence', that is "an expression of a feeling of unity between people engaged in conversation"(Fasold, 1984: 161). In contrast, however, if a speaker possesses strong in-group loyalty and he defines the situation in inter-group terms, then he may wish to maintain this identity by preserving his native language variety and nonverbal patterns of behavior. In such situation, it is obvious that he attempts to emphasize his speech style by diverging from his interlocutors. According to Giles, 'divergence' is "an expression of separation, or withdrawal away from the person someone is talking to, and into one's own in-group"(Fasold, 1984: 161). Basically, this behavior appears when a speaker meets people who are different from him and who do not share his regular use of linguistic items (Giles & Powesland, 1975: 156).

Convergent and divergent behaviors may happen in every individual. Unlike 'unifying and separatist' functions of language proposed by Garvin and Mathiot (Fasold, 1984: 3), these are not permanent; they merely exist between people engaged in conversation. Therefore, they should be seen as individual

rather than societal phenomena. Furthermore, since convergence and divergence are individual phenomena, not surprisingly every individual including radio-paging operators may have such behaviors.

Radio-paging operator is considered new profession in Indonesia. This profession appears at the same time with the emergence of pager, "a small receiver about the size of a pocket of cigarettes"(Comfort, Revell, Simpson, Stott, and Utley, 1986: 59) in Indonesia in the end of 1980s. Radio-paging operators are people who work in radio-paging stations. Unlike telephone operators whose jobs are simply answering the phone and connecting the addresser with the person he wants to contact, radio-paging operators' jobs are not only answering the phone but also accepting and transforming addressers' or consumers' messages through pager.

Knowing what exactly radio-paging operators' jobs are suggests that unlike other communication tools, pager have a different way in transforming messages. Using this tool, we can actually accept messages only if we are in the coverage area, the area that can be reached by radio-paging transmitter. Conversely, if we want to send a message, we should first pick up the nearest telephone and then dial the number of radio-paging station in which an operator will later receive and transform our message to the person that we want to contact.

Hence, it is clear that radio-paging operators do play important roles in transforming messages. They must be able to serve the consumers professionally, in particular today as pager is enjoying a boom. In order to fulfill consumers'

satisfaction, they must be able to transform the messages as quickly as possible and as precisely as what the consumers say.

Knowing that radio-paging operators always hold conversation with their consumers, it is possible that during their working time they may demonstrate various responds to the speech of their consumers. Related with the convergence and divergence proposed by Giles, a radio-paging operator may converge with the speech of his consumer only if he can transform the message precisely. In other words, he tries so hard to understand the language of the message and thereafter, feels united with it. On the contrary, if the radio-paging operator cannot do it precisely or is not even motivated to associate himself with the language of the message, it means that he diverges from it. Thus, we may say how strong he converge with the speech of his interlocutor determine his professionalism in transforming the message.

In addition, since there are many language varieties in Indonesia, the messages received by radio-paging operators may be in various languages as well. They may be in Indonesian, English, or even in vernacular ones such as Javanese, Madurese, and so forth. In spite of that, there are only two of those languages that are common to find in the messages, namely English and Indonesian. It is due to fact that Indonesian is a national language and English is the most important foreign language in Indonesia given in formal education and used broadly in many fields such as trade, politics, and so on. Moreover, as there are many foreigners in Indonesia, it is quite possible that they also take advantage from this tool. Thus it

is interesting to observe whether the paging operator converges with messages using Indonesian and English as well.

1.2 Statement of the Problem

The problems that will be solved in this study are as follows:

1. Do radio-paging operators in Surabaya converge strongly with messages in Indonesian language?

2. Do radio-paging operators in Surabaya converge strongly with messages in English language?

3. Is the convergent behavior of radio-paging operators in Surabaya toward the Indonesian messages the same as that one toward the English messages?

Hypotheses:

Ho. The convergent behavior of radio-paging operators in Surabaya toward the Indonesian and English messages is the same.

Hi. The convergent behavior of radio-paging operators in Surabaya toward the Indonesian and English messages is not the same.

I.3 Objectives of the Study

Mainly, this study is aimed to find out whether or not the radio-paging operators in Surabaya converge strongly with the messages both in Indonesian and English languages. This study is also aimed to find out whether the

convergent behavior of radio-paging operators in Surabaya toward the Indonesian messages is the same as that one toward the English messages.

I.4 Significance of the Study

Through this study the writer hopes it can add our knowledge in linguistics especially sociolinguistics. It is also expected to be useful for readers particularly the ones that concern so much with individual's linguistic behavior in certain social interactions.

In addition, the writer hopes this study can contribute to readers' consideration before making a decision which radio-paging station they will take advantage.

I.5 Scope and Limitation of the Study

Due to restriction of time and ability, the study is limited only to the following items:

1. The messages that the writer will convey are in two versions, namely in Indonesian and in English version.

2. The messages that the writer will convey are in simple, compound, and complex sentences, not including any technical term.

3. The radio-paging stations that the writer will observe are in Surabaya only. These stations are Easycall & Telepage, Garco, Metrotel, Multipage, Nusapage, Personal, Skytel, Starco, and Starpage & Indolink.

I.6 Theoretical Framework

In analyzing this study, there will be properly sociolinguistics theory adopted for a specific reason. Giles said: "An individual's linguistic behaviour may either converge with or diverge from the speech of whoever he is talking with."(Fasold, 1984: 161) In certain social interactions there may exist associate or dissociate motivational tendencies on one or more members of a conversation to modify speech so as to become more or less similar. If the individual is accommodative and attempts to associate him with the speech of his interlocutor, it means that he shows convergent behavior toward it. According to Giles, convergence is "an expression of a feeling of unity between people engaged in conversation" (Fasold, 1984:161). In contrast, however, if he makes no effort at all to understand the speech and even tries to dissociate himself from any identification with his interlocutor, it means that he diverges from it. Giles regarded divergence as "an expression of separation, or withdrawal away from the person someone is talking to, and into one's own ingroup" (Fasold, 1984: 161). Generally, this behavior will happen when a speaker wants to emphasize his loyalty to his own group and dissociate himself from his interlocutors' group.

Furthermore, even though convergence and divergence are related with Garvin and Mathiot's functions of language, namely 'unifying and separatist' ones, there are still some important differences. Convergent and divergent behaviors merely happen between people engaged in conversation. Therefore, they should be seen as impermanent and individual phenomena. Meanwhile,

according to Fasold the functions of Garvin and Mathiot are more or less permanent, and should be seen as societal phenomena (Fasold, 1984: 161).

In addition, apparently a person or even a bilingual has a preference to be more easeful in expressing his thought in his first rather than second language. Deutsche stated: "Even bilinguals will usually find communication more comfortable in the tongue learned earliest, particularly to express and understand subtleties of thought"(Lieberson, 1981: 6). This phenomenon is not surprising for an individual is much more familiar, of course, with his first language.

1.7 Method of the Study

In particular, the study that the writer will deal with is the linguistic behavior of radio-paging operators in Surabaya toward the language of messages they receive. The method of organizing the study is, therefore, considered a quantitative experimental one. It is because during this research, there is one variable manipulated by the writer, namely the message itself. More important, this method gives the writer many advantages as Smith, Giles, and Hewstone said:

> "This has advantages...in terms of its explicit operationalizations and systematic control, which render results more open to scrutiny and above all, to replication under specified conditions... The experimental method also has advantages in validating the linguistic intuitions of sociolinguists. For instance, by using the experimental method, we are in a position to verify, refute, or clarify assumptions made about...Moreover, we can go beyond objective (acoustic and linguistic) analysis..." (St. Clair & Giles, 1980: 294)

I.7.1 Definition of Key Terms

The following is the definition of key terms that frequently appear throughout the thesis:

- *Message* is a piece of news, or a request, sent to a person.

- *Indonesian message* is a message that uses 100% Indonesian words.

- *English message* is a message that uses 100% English words.

- *Precise transformed messages* is messages transformed clearly and accurately.

- *Imprecise transformed messages* is messages transformed not clearly and accurately.

- *Addresser* is a person who sends a message.

- *Addressee* is a person to whom a message is sent or addressed.

- *Pager* is a small receiver about the size of a pocket of cigarettes, which you can keep in your pocket. (Comfort, Revell, Simpson, Stott & Utley, 1986: 59)

- *Radio-paging operator* is a person whose job is accepting and transforming the addresser's message to the addressee or the owner of pager.

- *Radio-paging station* is a company that provides services concerned with transforming messages through pager.

- *Convergence* is an expression of a feeling of unity between people engaged in conversation. (Fasold, 1984: 161)

- *Divergence* is an expression of separation, or a withdrawal away from the person someone is talking to, and into one's own ingroup. (Fasold, 1984: 161)

I.7.2 Location and Population of the Study

The location of the study is in Surabaya. The city is chosen because Surabaya is a capital city of East Java and one of the biggest cities in Indonesia, which is now developing into a metropolis. Besides, it is due to rapid spread of pager in this town lately. This fact shows that there are many people who take advantage from this tool.

The population of the study is radio-paging stations in Surabaya. It is clear that communication service plays important role in business. Many companies that have personnel on business trips have found that good communication service does improve their competitive position and support their success as well. Not surprisingly, many firms in the area of service are established in Surabaya including radio-paging stations. There are eleven radio-paging stations in Surabaya, namely:

- Starco, Starpage & Indolink, Skytell, Easycall & Telepage, and Metrotel whose coverage area are Java and some areas outside Java.

- Nusapage, Multipage, and Personal whose coverage area are East Java, West Java, and Jabotabek (Jakarta, Bogor, Tangerang, and Bekasi).

- Garco whose coverage area are only Jakarta, Surabaya and their environments.

I.7.3 Technique of Data Collection

Firstly, the population of the study is chosen from all radio-paging stations in Surabaya. Those radio-paging stations are Easycall & Telepage, Garco, Metrotel, Multipage, Nusapage, Personal, Skytel, Starco, and Starpage &

Indolink. Secondly, a primary observation is directed on the population in order to know the real phenomenon dealing with the study and the characteristics of the population. By this observation, the scope and limitation of the study can be decided easily. Messages both in Indonesian and English versions, afterwards, are conveyed to each radio-paging station. Subsequently, the conveyed message is transcribed and judged whether or not there is any mistake with it. In order to record linguistic behavior of radio-paging operators toward the message, the mistake that the message has is also classified into three categories, grammatical, misspelling, or grammatical and misspelling. Lastly, in order to support the validity of the data, a final observation is directed on the data. By doing this, it can be ascertained that the data are the same as the facts.

In short, the procedures in collecting the data are:

1. Choosing the population

2. Doing the primary observation on the population

3. Starting to convey the messages

4. Transcribing and judging the conveyed messages

5. Doing a final observation on the data

I.7.4 Technique of Data Analysis

First of all, the data are classified into two categories, namely Indonesian and English messages. Next, these two data are also grouped into three further categories, namely simple-sentence, compound-sentence, and complex-sentence

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messages. These data, afterwards, are classified at a greater distance into precise and imprecise messages. Hence, there are twelve data in this study, namely:

1. The precise transformed simple-sentence Indonesian messages

2. The imprecise transformed simple-sentence Indonesian messages

3. The precise transformed compound-sentence Indonesian messages

4. The imprecise transformed compound-sentence Indonesian messages

5. The precise transformed complex-sentence Indonesian messages

6. The imprecise transformed complex-sentence Indonesian messages

7. The precise transformed simple-sentence English messages

8. The imprecise transformed simple-sentence English messages

9. The precise transformed compound-sentence English messages

10. The imprecise transformed compound-sentence English messages

11. The precise transformed complex-sentence English messages

12. The imprecise transformed complex-sentence English messages

It is necessary to know that in Chapter III the presentation of the data is arranged according to each radio-paging station. So, it is clear that for each datum above there will be nine various numbers. That's why, in order to get the definite number of the imprecise transformed simple-sentence Indonesian messages for the analysis, for example, the mean value of these messages must be obtained first. In detail, numbers of the imprecise transformed simple-sentence Indonesian messages from all radio-paging stations are totaled. This total value, then, is divided by the total number of radio-paging stations. In a similar way, other mean values of each data above must be firstly obtained before doing the analysis.

Afterward, in order to know whether the convergent behavior of radio-paging operators in Surabaya toward the Indonesian and English messages is the same or not, the data are analyzed by using chi square test. Based on this test, the χ^2 value is calculated. After getting the χ^2 value, 95% is used as the confidential value. Next, the χ^2 value is put in the chi square diagram. At last, the result of the quantitative analysis is firstly connected to the theories that are used in the research before making the conclusion.

In short, the procedures in analyzing the data are:

1. Classifying the data

2. Calculating the mean value of each data

3. Analyzing the quantitative data

4. Making the conclusion

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY